

Cycle tourism “Made in Germany” - Germany’s recipe for success

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German Cycling Embassy

About ADFC

- * 1979
- > 160,000 members
- HQ in Berlin
- 16 state associations
- 700 regional/local groups



The aim

„To make more people bike more often.“



The recipe for success



1. Market research/ Target group



Market research: ADFC bicycle travel analysis

The world's largest long-standing survey on cycle tourism:

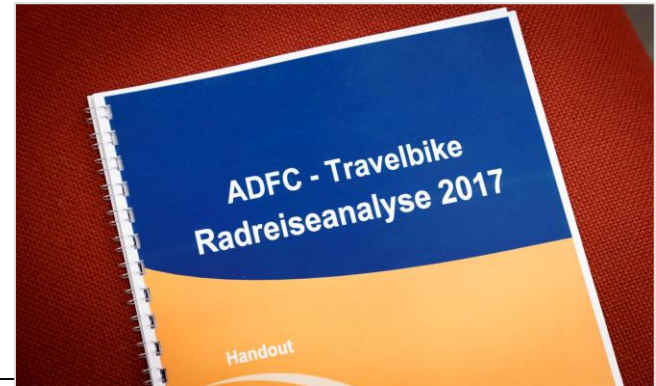
- examines the travel behaviour of German cycle tourists
- identifies trends in cycle tourism

Questions on

- ✓ the **duration and type** of the last cycling tour
- ✓ the **most popular cycle routes** and regions in Germany and abroad

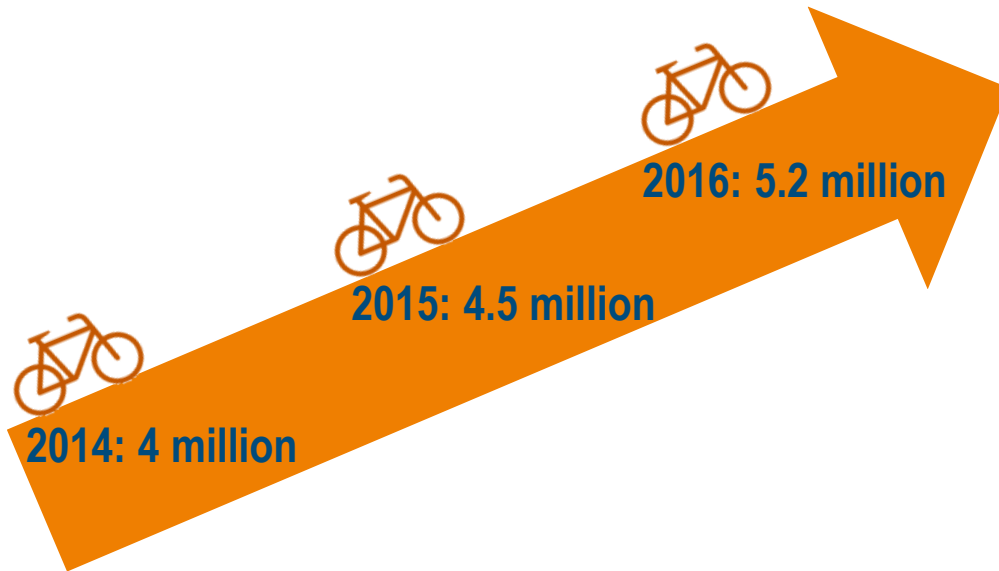
The bicycle travel analysis is a **representative survey**.

supported by  **Travelbike**
Vermietung



Development of German cycle tourism

Cycle tourism, a holiday segment experiencing dynamic growth!



+30 % increase in cycle tourists since 2014

2016:
150 million day trips
by bike

Please indicate in the following overview how many cycling tours/trips you completed in 2016: [cycling trips with at least three overnight stays](#) (n = 1,087; online panel only)
Source: 2017 ADFC-Travelbike Bicycle Travel Analysis



Target group

Know your target group.

- **Cycling trips with 4–7 overnight stays were most popular.**
- **Partner the most popular travel companion**
- **88% of cycling trips organised entirely independently**
- **Internet as the #1 source of information before the cycling trip**
- **Signposting most important during cycling trip**
- **Cycle tourist's motives: experience nature, do sport, health, relaxation etc.**







Cycling tourists want ...

- Ø 50-65 km per day
- tour comprising 4 to 6 stages
- Ø 9 holiday days of which 7 cycling days
- point to point tours with changing accommodation (74%)
- calm riding, nice breaks, good wine, cultural highlights
- good hotels, family owned, rural style
- interesting nature, cultural-heritage
- **QUALITY !**











The recipe for success



2. Marketable products



Long-distance cycle routes



Source: RTG



Source: vennbahn.eu



Source: TVOLANvaude/kme-studios.com

- Beside scenic rivers
- Along former railway lines
- Through varied countryside
- Combined with interesting sights (museums, castles, churches)

Recipe of success

- Every long-distance cycle route is a marketable product and a brand.
- Every long-distance cycle route has a dense network of hotels, restaurants and sights (POIs at least every 30 km).
- Every long-distance cycle route is developed and managed by an “operator”.



The recipe for success



3. Route operator



A successful cycle route needs someone who takes care of all important processes.



The route operator ...

is responsible for:

- developing the route
- building and maintaining infrastructure
- mediating between main POIs
- safeguarding quality
- marketing
- ... and economic success



A route operator is not the same as a tour operator selling packages!



The recipe for success



4. „Dramatization“ – product development





Source: ADFC

- listening experience via smartphone
- Put landscape in the limelight

Source: Ammerland Touristik



Source: www.park-der-gaerten.de



The recipe for success



5. Corresponding services



Criteria for bett+bike businesses

- ✓ cyclists welcome
- ✓ stay for one night
- ✓ secure bicycle storage
- ✓ drying facilities for clothes and equipment
- ✓ tools for minor repairs
- ✓ information on local destinations
- ✓ A hearty cyclists' breakfast



Source: ADFC



Bett+Bike hosts

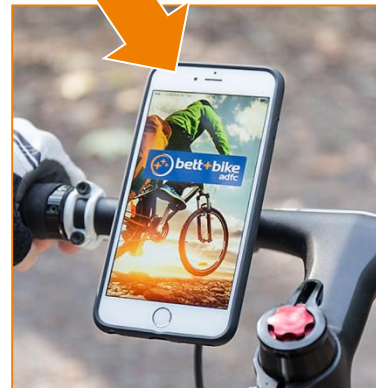
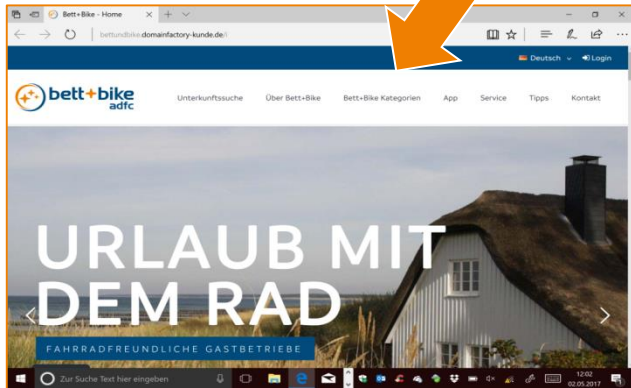
1995–2017: increase from 216 to 5,800 cyclist-friendly hosts in Germany

Also in Belgium (40), Denmark (100), Luxembourg (85), Austria (270)

9 regional managers, 120 inspectors

Website relaunch

App





Source: ADFC

The recipe for success



6. Reliable quality



ADFC assessment system

The cycle route is divided into 50 km units

Criteria:

- ✓ comfortable, navigable surface
- ✓ signposting
- ✓ routing
- ✓ traffic safety
- ✓ tourist infrastructure
- ✓ public transport links
- ✓ marketing

Stars	Points
5	91-100
4	76-90
3	61-75
2	46-60
1	31-45
0	30



The recipe for success



7. Communication



Professional service for the media

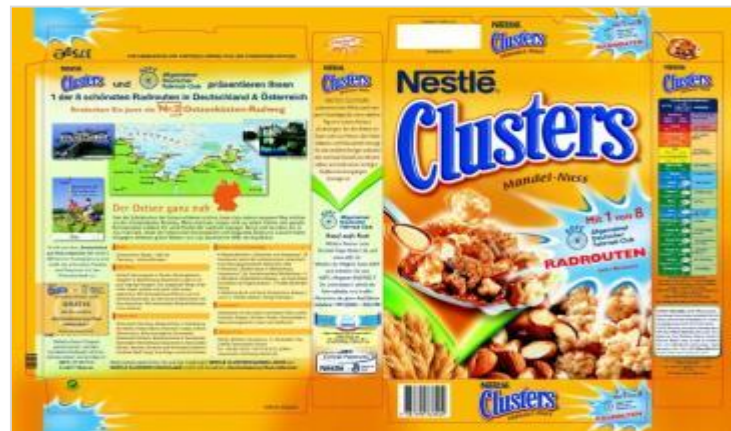


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Crossmarketing: cycle routes for breakfast



Nestlé Cereals with different routes and route-information



The recipe for success



8. Trends



E-Bike assistance (EPAC)

- **E-Bike: pedal assistance up to 25kph**
- **15% of sold bikes in Germany are E-Bikes**
- **3 mio E-bikes sold (605.000 in 2016)**
- **up to 80% bought due to cycling holidays/trips**
- **keeps (elder) couples on bikes !**
- **but also interesting for families, travel groups...**



Source: ADFC



Recipe for success

- ✓ addressing middle class
- ✓ marketable products
- ✓ route operator
- ✓ „Dramatization“
- ✓ dense network of services
- ✓ reliable quality
- ✓ communication
- ✓ be aware of trends



Thank you for your attention!



Source: ADFC

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